



CHIEF EXECUTIVE OFFICER

CANDIDATE PACK

1stCentral.
PRINCIPLE PARTNER



OFFICIAL CHARITY OF
SALFORD CITY FC

WELCOME TO FOUNDATION 92

Foundation 92 is the official charity of Salford City Football Club. Established by the Class of '92* in 2018 to support the communities with which they are synonymous, Foundation 92 has grown rapidly, delivering a range of projects across Salford and the wider Greater Manchester area. In 2024 Foundation 92 was recognised as the Community Club of the Season in the EFL at the Northwest Football Awards.

Foundation 92 uses the power of sport to bring communities together, with a range of innovative projects delivered to all ages across the themes of Education & Employability, Health & Wellbeing and Participation & Community Engagement. With an emphasis on positive physical and mental wellbeing, the Foundation supports a wide range of community members, offering help to those living with additional needs and disabilities, those tackling homelessness and young people who have or may be at risk of committing offences, among other groups.

Foundation 92 has a unique position amongst professional football club charities in the UK. In addition to its position as the official charity of Salford City, the Foundation retains close links to the Class of '92 who have an active interest in the charity's operations in various capacities, either as trustees, co-owners of Salford City FC or advocates. Foundation 92 is currently seeking a new Chief Executive Officer to help deliver a new strategy and maximise the impact that the charity can have in its local community. If you feel that you have the necessary drive, skills and experience for the role we look forward to receiving your application.

*The Class of '92 (also referred to as 'the founders' comprises Gary Neville, Philip Neville, David Beckham, Paul Scholes, Nicky Butt and Ryan Giggs)



A MESSAGE FROM OUR CHAIR

As Chair of Foundation 92 since its inception in 2018, it is remarkable to pause and reflect on the progress that the charity has made over the last seven years. From a standing start with only one employee coordinating two small projects, Foundation 92 has developed into a multi award winning charity with over 60 employees delivering a huge variety of work right across Greater Manchester, but with its focus always on Salford.

Whilst we as a Board are immensely proud of the work of the Foundation, we have over the last few months undertaken a strategic review to challenge our thinking on what the next phase of the charity should deliver. With an ambitious new ownership group now in place at Salford City, we are looking to redefine the relationship between the club and charity to strengthen our alignment and the collective impact we have on the community of Salford.

Our desire is to deliver a strategy that focuses on positive outcomes for people. We are finalising out new strategy, a 'Game Plan for Good' that aims to reset and refocus Foundation 92 to tackle the key issues affecting our local community. In particular we have identified:

- Persistent socio-economic disparities
- Rising mental health and wellbeing challenges
- Gaps in education and employment pathways
- Health inequalities.

We are looking for a new CEO who not only understands these challenges, but that can create the environment , partnerships, programmes and evolve our culture for success.

This pack outlines the role in detail and the skills, behaviours and experience we are looking for.

If you are excited by the challenge we look forward to hearing from you!

Yvonne Harrison – Independent Chair



ABOUT THE ROLE

To lead Foundation 92 by example and develop a positive culture where all staff are inspired and encouraged to succeed and prosper.

To provide inspirational leadership to Foundation 92, delivering the 'Game Plan for Good'.
To grow the impact of Foundation 92 through a greater focus on the key issues affecting the community of Salford.

To continually enhance the reputation and brand of Foundation 92 locally and nationally, so that locally Foundation 92 is recognised as an organisation that others are proud to partner with to deliver community solutions, and that nationally Foundation 92 overperforms on delivering impact when benchmarked against its peers.

The Individual

The successful candidate will be a highly credible leader that embodies the values of Foundation 92 and in partnership with Salford City Football Club, drives our mission. You will have highly developed networking, partnership, advocacy, and negotiating skills to nurture and influence successful two-way relationships with key stakeholders and commercial partners.

You will be comfortable managing executive and board level relationships and have the ability to establish credibility as a trusted leader within the Foundation and Club and across all our networks.

You will be agile, resilient, collaborative and have an adaptable attitude towards work, with the capacity to be creative, innovative, and continually motivate and inspire those around you.

OUR SERVICES



EDUCATION &
EMPLOYABILITY



HEALTH &
WELLBEING



PARTICIPATION & COMMUNITY
ENGAGEMENT

OUR MISSION

Using the power of sport and education to bring communities together.

Providing opportunities, inspiring one another and helping Salford and Greater Manchester to thrive.

THE ROLE

Job Title:

Chief Executive Officer

Reporting to:

Chair of the Board of Trustees

Location:

St James House, Pendleton Way, Salford, M6 5FW

Salary:

£55,000 - £65,000 per annum with a competitive benefits package

Hours:

37.5 hours per week. This is a senior role where presence on matchdays and events on weekends and evenings will be a regular requirement so flexibility is key.

JOB DESCRIPTION

JOB PURPOSE

To provide strong, inspirational leadership to Foundation 92 and develop a culture where all staff are encouraged to succeed and prosper.

To support the alignment of Foundation 92 and Salford City Football Club.

To lead on development and delivery of Foundation 92's strategy in conjunction with the mission of the founders.

Working closely with the Board of Trustees and Senior Management team of Foundation 92, ensure excellent governance and financial sustainability whilst maintaining our excellent reputation for high quality delivery.

Communicating clearly; sharing the vision, mission, and values with internal and external stakeholders.

Leadership, Strategy & Governance

Work with the Board of Trustees to implement the 'Game Plan for Good' strategy for Foundation 92. Develop future strategies alongside the Board of Trustees.

Work closely with Salford City Football Club to maximise engagement between the club and the local community whilst ensuring alignment between the two organisations and the founders.

Lead on development of a delivery model where Impact is at the heart of decision making.

Ensure Foundation 92 is appropriately resourced to deliver the strategy and that all required processes and procedures are in place.

Develop clear governance structures and operating models which ensure excellence in governance.

Establish and develop an effective structure to deliver the strategy and operational plan.

Lead, develop and support the Senior Management Team.

Develop and nurture relationships with key partners across Salford and Greater Manchester as required.

Ensure Safeguarding and Equality, Diversity and Inclusion are embedded across all areas of Foundation 92.

JOB DESCRIPTION

Income Generation and Stakeholder Relations

Continue to raise the profile of Foundation 92 amongst first, second and third sector organisations, and supporters to create a sustainable financial model.

Diversify income through growth of new partnerships and funding avenues.

Establish new strategic relationships with organisations from across Salford.

Effectively communicate with partners, as a means of enhancing the Foundation 92 brand and the opportunity to attract additional donors.

Financial Planning, Human Resources and Management

Coach and mentor staff as appropriate to develop performance.

Oversee an effective performance management process to include monitoring the performance of staff on an ongoing basis and incorporating an annual performance review.

Oversee the preparation of the annual budget.

Be accountable for the overall financial management and sustainability of Foundation 92.

Ensure staff are correctly and appropriately trained.

Lead on embedding a culture of quality and continuous improvement.

Impact

Embed effective impact and insight procedures and structures which ensure programmes are making a difference to the service users.

Provide timely reports to the Board of Trustees on Impact.

Ensure the annual report and supporting evidence demonstrates the full impact of the charity's work.

PERSON SPECIFICATION

	Essential	Desirable
Values and Behaviours		
Outstanding relationship builder	✓	
Leading by example	✓	
Growth mindset	✓	
Positive attitude to problem solving in all situations	✓	
Knowledge		
The political, economic, social, technological, legal and environmental landscape influencing the sport for development sector	✓	
Governance structures within high performing charities	✓	
Delivering, measuring and communicating impact in this or a comparable sector	✓	
Skills		
The ability to take a 'helicopter view' of the organisation and its challenges to make positive strategic decisions	✓	
Excellent communication skills – verbal, written, presentation and non-verbal	✓	
The ability to inspire, coach, mentor and manage staff to achieve a high performing team	✓	
The ability to network, influence and lead beyond authority	✓	
Experience		
Leading a successful, sustainable charity or business in this sector or a comparable sector	✓	
Negotiating successful outcomes with partners from different sectors	✓	
Diversifying income streams	✓	
Managing significant budgets	✓	
Leading high performing teams	✓	
Working with Boards to provide strong governance and oversight of an organisation	✓	
Being part of a multi-agency approach to community development, recognising the role that an anchor institution such as Salford City Football Club can provide in being a catalyst for positive change.	✓	

HOW TO APPLY

The recruitment process for this role is being managed on behalf of Foundation 92 by Evans Coaching & Consultancy Limited.

To apply, please send your CV (maximum 2 pages) and a covering letter (maximum 1 page) explaining why you feel you are the ideal candidate for this role by email to **Mike Evans** at mike@evanscandc.com.

Applications which exceed these page lengths will not be considered.

The deadline for applications is **Friday 6th June at 5pm**, however early applications are encouraged wherever possible to smooth the process.

A 30 minute online or phone interview will be offered to those candidates whose written applications meet the criteria. These will be scheduled as applications are received and take place no later than **Wednesday 11th June**.

First face-to-face interviews will be held on **Monday, 16th June**.

Stage two interviews will be held on **Tuesday, 24th June**.

A final interview stage with the club ownership will be held on **Thursday, 26th June**.

All face-to-face interviews will take place in Salford or Manchester.

If you are unable to make any of these dates please state this in your application.

TERMS & CONDITIONS

Confidentiality

Any information relating to people contacted by the Charity acquired in the course of duty must be treated in strictest confidence and must be discussed only within the confines of the work setting with the appropriate members of staff. Any information relating to staff acquired in the course of duty must be treated in the strictest confidence and must be discussed only with senior staff members.

Disclosure

Because of the nature of the work for which you are applying, this post is exempt from the provisions of the Rehabilitation of Offenders Act 1974 by virtue of the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975. Applicants are not entitled, therefore, to withhold.

information about convictions which for other purposes are 'spent' under the provisions of the Act. In the event of employment, any failure to disclose such convictions could result in dismissal or disciplinary action by the Charity. Any information given will be completely confidential. Salford City Football Club is registered with the Disclosure and Barring Service for the purposes of obtaining Disclosures and is committed to the Disclosure Code of Practice.

The Club will work with the Foundation to support this process until such time that it is registered. The Charity has a Policy on the recruitment of ex-offenders and on the secure storage of Disclosures in line with the requirements of the Code of Practice (all available on request). Further information can be obtained from: <http://www.disclosure.gov.uk/>

If you are successful in your application, you will be required to obtain a Disclosure at the level decided upon by the Board of the Foundation.

Safeguarding is everyone's responsibility. Employees must always have regards for the need to safeguard and promote the welfare of children and vulnerable adults in line with legislation. Employees must follow safeguarding policies and procedures and reporting mechanisms to raise safeguarding concerns and keep up to date with safeguarding training as required.



F92

Registered
Charity Number:
1180246

Visit us online:
www.Foundation92.co.uk

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